

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

January 3 1981

Vestrict drop
'notional'
prices—and
boost Vantage
symbol effort

Press Council
rejects 'Mail'
complaint by
pharmacist

New PSNI
Fellows

Advances in
therapy-2

Trust

Simple



for sensitive skins

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the introduction of

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

January 3 1981

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COMMENT

Rural rights

Relations between the pharmaceutical and medical professions could hardly have made a worse start in 1981, with writs being issued in the Tenterden dispensing doctor dispute (p5).

Obviously it would be wrong to comment on a specific issue now the subject of legal proceedings, but there are many general principles at stake—and, unfortunately, Tenterden is not an isolated case. In our correspondence column this week we carry a letter from Mr John Davies of Wiveliscombe, Somerset, in which he poses pertinent questions—to which we have endeavoured to provide some answers.

The key question, of course, is the patient's role in the potentially difficult choice between pharmacist and doctor dispensing. All too often it is a decision taken without the implications being spelled out—surely in contravention of the spirit of the NHS Act (which says that dispensing is the pharmacist's responsibility), of the Regulations (which talk about "serious difficulty" in obtaining medicines from a pharmacy) and of the agreed procedure for informing patients of their rights at the time they apply to go on a doctor's dispensing list. Doctor dispensing is an anachronism in the 1980s. Commercial competition has concentrated the pharmaceutical profession's mind on the need to preserve the service it offers—and, given the right financial backing from the NHS, to re-establish that service in areas in which it has already become non-viable. In the process the profession has expressed willingness both to accept restrictions on its right to practise and to develop a greater patient-orientated role in the primary health care team. Into this arena marches the dispensing doctor, with motives about which pharmacists can only have suspicions!

Recently there have been some interesting observations on this topic in the medical Press. The *British Medical Journal*, for example, writing about the opticians' decision on advertising, said: "The central problem is the combination of the professional offering a diagnosis and a prescription, with the salesman in one individual. This practice has led to accusations that less scrupulous opticians recommend more spectacles than are clinically justified—just as the sale of unnecessary medicines was a familiar abuse some decades ago when doctors did their own dispensing."

Then there is *General Practitioner*, in which a doctor wrote: "If you are privileged to be a dispensing practice you increase your income every time you write a prescription. The more expensive the drug the more you earn." The writer went on to commend the integrity of dispensing doctors, whose prescribing costs are at or below the national average—but he also wondered whether he could personally have been virtuous enough to undertake his own prescribing cost-cutting exercise had he been a dispensing practice.

With such points being made in their own papers, the observer might have expected dispensing doctors (who are presumably as over-worked as their town colleagues) to be anxious to divest themselves of a professional impediment; instead, we find more wishing to shoulder the "burden".

As we said earlier, these issues are distinct from Tenterden, but that local dispute recently drew a profound general comment from the *Kentish Express*: "At the moment the public are in the middle with their trusted medical advisers on the one hand and their friendly neighbourhood chemist on the other. It really is unseemly for two supposed professions to be seen haggling like terriers over the same bone." There, somewhere, must be the basis for a New Year resolution. ■

Vestrict abandon notional pricing

Vestrict have abandoned notional pricing on "ethicals" in favour of a return to manufacturers' list prices as the basis from which discounts are calculated. However, the company's new discount structure will take account of the different level of wholesale margin given by manufacturers, and chemist customers have been provided with a two-part list to indicate the discount they will themselves receive.

According to a letter sent out last week, Vestrict have been influenced by representations from their customers that the notional pricing system "causes some confusion and complications in pharmacy". Their new terms provide for a discount, after the first £1,000 of qualifying purchases, of 9 per cent on manufacturers giving full wholesale terms (list T) and 6 per cent on manufacturers supplying at reduced discount (list S). The lists will be identified on invoices.

The letter concludes: "The effect of this change is that not only will you have trade prices shown on your invoice for all ethical products but also the net cost after discount will be less." The lists sent out are: —

LIST T—9 per cent:—Abbott Laboratories, Allen & Hanburys*, Armour Pharmaceutical Co, Berk Pharmaceuticals, Boehringer Ingelheim, Boots Company, Brocades (Great Britain), Duncan Flockhart & Co*, Duphar Laboratories, Farillon, Fisons pharmaceutical division, Glaxo Laboratories*, Hoechst Pharmaceuticals, Imperial Chemical Industries pharmaceutical division*, Janssen Pharmaceutical, Laboratories for Applied Biology, Leo Laboratories, Lewis Laboratories, E. Merck, Merck Sharp & Dohme, Organon Laboratories, Reckitt & Colman pharmaceutical division, Riker Laboratories, A. H. Robins Co, Rona Laboratories, Roussel Laboratories, Sandoz Products, Schering, Smith & Nephew Pharmaceuticals, Stuart Pharmaceuticals, Syntex Pharmaceuticals, Upjohn, Warner P-D, Wellcome Foundation, Wyeth Laboratories.*
LIST S—6 per cent:—Allen & Hanburys*, Astra Chemicals, Beecham Research Laboratories, Bencard, Ciba Laboratories, Distill Products, Duncan Flockhart & Co*, Geigy Pharmaceuticals, Glaxo Laboratories*, Imperial Chemical Industries pharmaceutical division*, Kabi, Lederle Laboratories, Eli Lilly & Co, May & Baker, Merck Sharp & Dohme*, Pfizer, Roche Products, Searle Pharmaceuticals, Smith Kline & French Laboratories, E. R. Squibb & Sons, Winthrop Laboratories, Wyeth Laboratories*. *certain products only

Unichem chairman, Mr Norman Sampson, has expressed disappointment over the decision which he describes as "premature". It is a move which will benefit manufacturers at the expense of retail pharmacy, he claims.

"Should all wholesalers follow this

new move, the way would then be cleared for manufacturers to resume their policy of cutting wholesalers' margins at a stroke. This would have the effect of reducing the considerable sum of money, be it in the form of cash or services, which is currently being applied to ensure the survival of retail pharmacy. The inevitable result would be a traumatic erosion of the benefits which we, in common with other wholesalers, are currently providing." ■

Opportunities in USA for generic drugs

Generic drugs are perceived now as less of a threat, more of an opportunity for the US pharmaceutical industry and it is predicted that sales will more than double to \$10 billion in the 80's.

This emerges in a recent report by Frost & Sullivan (F&S) and the rapid growth in the market is attributed to the attitude of the US government and the imminent expiration of important patents. Virtually every major US pharmaceutical company is expected to follow the lead of those who are establishing and marketing their own lines under the existing product name, termed branded generics, after the expiration of patents.

Generics are currently manufactured by 600 companies, with "unbranded" or commodity generics being produced by the smaller companies, having average annual sales of \$500,000 and with two mail order companies in the top eight. The larger companies tend to be involved in producing branded generics, the largest being E. Lilly with annual sales of \$50m.

Overall generic drug market growth, F&S expect to be 8.6 per cent a year, led by a 12.6 per cent rate for commodity generics compared to 8.1 per cent for branded generics: these rates exceed by a substantial margin the growth rate of all new written prescriptions.

As a result of a US Food and Drug Administration (FDA) decision in December, manufacturers will be permitted to sell generic versions of

brand name drugs marketed since 1962 whose patents have expired, without repeating the costly testing done to show that the original version was safe and effective.

Instead of repeating studies, manufacturers need only cite studies in the scientific literature that show the drug is safe and effective. They will still have to meet all other FDA requirements such as quality control *Frost & Sullivan Ltd, 104-112 Marylebone Lane, London W1.* ■

POS computers installed

Independent Retail Computer Systems have now installed their point-of-sale control and management systems in a number of pharmacies "across the country," claiming it to be "the first widespread use of such new electronic and management techniques in retail pharmacy."

IRCS is an independent company, backed by Allen Computers International, said to be one of the UK's leading computer organisations. "This is the first time that a number of pharmacies have been able to benefit from what has hitherto been an expensive technique for the capital investment in equipment but is now less than half the cost of some dispensing systems currently available, yet the benefits are greater because it is in the OTC side of retail pharmacy where most of the economic problems can be solved by individual pharmacists", says Mr Colin Bell, managing director.

In the shop the system revolves around the use of the C&D six-digit code, which IRCS have expanded to cover product variants and other items not currently in the Price List. This code has been considered by the special committee which was formed following Mr Arthur Trotman's plea for a common pharmacy code (PIP code). "It surely makes sense for the industry to adopt a code which is already available in every pharmacy in the country, and has the reliable and regular maintenance support of the C&D's publishers", maintains Mr Bell. "The lead given by Independent Chemists Marketing Ltd is unquestionably in the best interests of pharmacy".

IRCS will soon have facilities to expand their pharmacy management system; interested pharmacists are invited to telephone 059-02 2533. ■

Tenterden pharmacists sue doctors

The Tenterden pharmacists have issued an injunction against the five dispensing doctors practising at Ivy Court, Tenterden, to restrain their dispensing, and are suing them for damages.

The solicitors acting for the pharmacists served the following writ on December 23: "A declaration and injunction restraining the defendants, Dr Colin Turner, Dr William Graham-Brown, Dr Hugh Gompertz, Dr Alan Lloyd-Smith, Dr Raymond Crawfurd and each of them by themselves, servants or agents or whosoever otherwise, from dispensing drugs and appliances otherwise than in accordance with the NHS Act 1977 and NHS (General, Medical, and Pharmaceutical Services) Regulations 1974, and in addition damages, interest pursuant to statute, and further and other relief." ■

Own-label range in Vantage boost

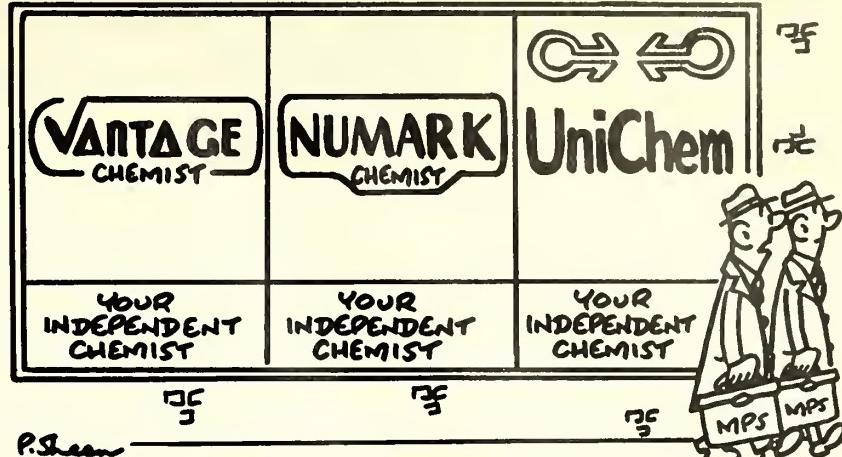
The Vestric Vantage programme is to be relaunched early this year, with several additional services available to members, among them own-label products.

This announcement was made after a visit to the US by Vestric's marketing director Mr David Taylor and six Vantage members. Mr Taylor comments: "The recent tour convinced us that, in general terms the basic design of the Vantage programme is sound, but . . . it now requires up-dating and re-launching."

"Our members were most impressed with the closeness of the links between wholesalers and their retail customers. Comprehensive wholesaler support has enabled independents in the US to carve a niche for themselves, and they now command great consumer loyalty."

Mr I. D. Nimmo, MPS, a Vantage member who went on the trip, says: "I feel that in the future independent retail pharmacies in this country will have to make a greater commitment to a single wholesaler if they are to give their customers better prices. "We independents are too much so—we have an inbuilt resistance to hard-sell retailing. Far too many of us spend too much time in the dispensary."

The own-label range will initially



consist of paper and baby care products and will be expanded to include other OTC product groups. The merchandising material will feature "visuals" of OTC products and display cards featuring the "top 100" OTC's. Regular offers, both in OTC's and selected generics, will be available exclusively to Vantage members. Staff overalls and plastic carrier bags bearing the Vantage symbol are to be produced.

One of the major US wholesalers visited by the retail study group was Bergen Brunswig, who operate a symbol group of independent pharmacies and drug stores under the banner "Good Neighbour." Mr Nimmo says "We are very impressed by the standard of merchandising in member pharmacies and the amount of support given to them by the wholesaler."

The programme is to be backed by consumer advertising, initially in regional newspapers but later in women's magazines. ■

Drugs criticised as a 'waste of money'

These drugs cost us £6m a year—are they worth it?" was the headline in a recent *Sunday Times* article.

The author, Martin Weitz, complains that the efficacies of seven drugs were questioned by "a Government-sponsored panel of experts"—the Macgregor Committee—over 10 years ago yet the drugs are still on the market. They were all classified as "unacceptable" in *Proplist*, which ceased publication in 1970 when the committee disbanded.

Of the seven, Norgesic and Lobak are criticised as being seven and 12 times dearer than paracetamol respectively, and Equagesic as being seven times dearer than aspirin. In the article, Winthrop explain that the widespread acceptance of Lobak over the past 20 years has justified its existence and Riker and Wyeth claim

that Norgesic and Equagesic are more effective than paracetamol and aspirin alone.

Mr Weitz, however, quotes Dr Andrew Herxheimer, editor, *Drug and Therapeutics Bulletin*, as being unconvinced: "They all have catchy, almost magical names and a 'special ingredient X' which have a psychological or placebo effect on the patient. But these drugs are a waste of money."

Turning to the tonics Metatone and Effico, the author quotes Dr Herxheimer as saying there are simpler and cheaper placebos but if doctors were discouraged from prescribing tonics they might give Valium instead, "which would not be a good idea." Parke-Davis point out that data for Metatone is required by the Committee on the Review of Medicines and Pharmax say that the Macgregor Committee did not classify Effico as "ineffective" but included it in a category where one or more of the ingredients were not of proven efficacy.

The article goes on to say that Libraxin is twice as expensive as Librium and, although Roche cite 12 medical references of Libraxin's greater efficacy, Dr Herxheimer is again quoted as being unconvinced. The seventh drug criticised, Sonalgin, is being withdrawn.

The article adds that the new British National Formulary will indicate "unnecessary" drugs. ■

Dental showcard

The General Dental Council is to repeat its offer of free showcards for pharmacies. They are available this month and next, measuring 15×11½ in (C&D, October 11, 1980, p604).

The caption is "Are you happy with your smile? With clean teeth you're laughing. Ask your pharmacist for help in looking after your teeth." From General Dental Council, 37 Wimpole Street, London W1M 8DQ. ■

Press Council rejects pharmacist's complaint

A complaint against a *Daily Mail* article dealing with chemists' profits on prescriptions was rejected by the Press Council last week and they issued the following statement.

"The article said it was cheaper to buy some medicines in a chemist's shop than get them on prescription. The newspaper then published a letter from a pharmacist who said the article was sensible but he never made the sort of profit mentioned. In a footnote the writer of the article said he had taken mark-up figures from a leading High-street chemist.

"There was no need for the newspaper to publish anything further, the Press Council ruled. It rejected a complaint by another chemist, Thelma Foster Ltd of 37 Sherwell Valley Road, Torquay, that the *Daily Mail* published two significant inaccuracies, the letter and footnote published about one of them did not amount to a retraction but a justification; and that the other inaccuracy was left uncorrected.

"With prescription charges about to rise, Roger Beard suggested in the article it was cheaper to buy some medicines without visiting the surgery. Giving paracetamol tablets as an example he said one popular brand gave the chemist nearly 300 per cent profit. The extra money on the prescription charge did not end up with the chemist. He was currently paid a flat 24p per item plus an average of 15 per cent over wholesale cost.

Never 300 pc profit

"The pharmacist's published letter said in 33 years he had never found a product to give him 300 per cent profit. In the footnote Roger Beard said a leading High-street chemist gave the *Daily Mail* some prices and they calculated the mark-up. This figure stood, but only for some chemists.

"Mr W. R. Foster, of Thelma Foster Ltd, asked the editor how pharmacists could make 300 per cent profit on proprietary paracetamol and obtain 15 per cent on wholesale prices.

"When Mr Iain Mackie, assistant managing editor, told him what the DHSS allowed the chemist had been 15 per cent but this had just been reduced to 11 per cent. Mr Foster replied that the percentage allowance on NHS drugs varied according to the number of prescriptions handled.

"Mr Mackie gave him the High-street chemist's figure and the newspaper calculation of profit. Mr

Foster then gave the Press Council his own calculations and provided the current Drug Tariff to show the DHSS's variable allowance.

"Mr Mackie pointed out that the *Daily Mail* article indicated there was a range of figures. It was correct according to information available when it was written and no correction was called for. The published letter dealt adequately with the mark-up on branded paracetamol and the footnote explained how a major pharmacist made 300 per cent.

"Mr Foster gave further figures and said Mr Mackie's retail prices envisaged giving the customer tablets loose in the hand, which was illegal, and the profit would be reduced by VAT.

"Mr Mackie replied that Mr Beard's article was not an exposition of the minutiae of pharmacists' payments. A mark-up close to 300 per cent was possible for a large-scale pharmacy operation."

Judgment

The Press Council's adjudication was: "Having regard to the basis on which the article was written the Press Council finds there were no significant inaccuracies which warranted further reference by the newspaper beyond the published letter. The complaint against the *Daily Mail* is rejected."

Mr Foster told *C&D* that he was dissatisfied with the Press Council's judgment and that in his opinion the confusion produced by the *Daily Mail* article remained. The article was written in November 1979 when the prescription charge was £0.45 and after the rise to £0.70 in April 1980 had been announced.

Mr Foster did not dispute "that in a few instances, if the amount prescribed is small, the nearest size of a manufacturer's counter pack may cost less than the £0.45 prescription charge."

He suggested that the *Daily Mail* figures on the profit element involved in dispensing NHS prescriptions (£0.24 dispensing fee and 15 per cent over wholesale cost), were not relevant to the point they were seeking to establish in the article, and the 15 per cent figure was incorrect and misapplied. (The *Mail* referred to 15 per cent over wholesale cost. This was later adjusted to 11 per cent, and is thought to refer to the average on-cost applied in November 1979 of over 11 per cent.)

Mr Foster in his letter to the *Mail* pointed out that, if in November 1979 a customer had asked to purchase 24 Panadol tablets for £0.45 (manufacturer's recommended price), he would expect to be handed a manufacturer's counter pack containing foil-wrapped tablets, and labelled according to the requirements of the Medicines Act. He would not pay £0.45 if presented with 24 Panadol tablets taken from a 2,500 bulk tin, and passed hand to hand, presumably to be placed in pocket or handbag. In this case only can a mark up of 237 per cent on cost be achieved. (or 300 per cent, the *Daily Mail* figure, if the VAT element in the retail price is included in the calculation).

The re-iteration of the 300 per cent figures by the *Daily Mail* in the footnote to Mr Foster's published letter and the acceptance of it by the Press Council suggest to the public, Mr Foster told *C&D*, "that it is legal (which it is not), for a pharmacist or any other retailer to sell a medicine in this way: not labelled, minus directions, product licence and batch numbers and without a container."

Mr Foster calculated that if he had dispensed 24 tablets from a tin of 2,500 Panadol, fulfilling all legal requirements, and charged the customer £0.45 he would have achieved a mark-up of 90 per cent compared with 51 per cent on the OTC pack of 24. His figures are based on the *C&D* Price List for November 1979 and do not take account of manufacturers' discounts. ■

'Everyone a winner'

"Everyone who finishes the Gillette London Marathon, will be a winner," says Chris Brasher, race director and Olympic gold medallist, who sees the event as a "great folk festival."

The route for the marathon, to be run on Sunday, March 29, is a potential world record course, according to Brasher. It starts "on time" at the Greenwich Meridian and after following the line of the Thames on both banks, passes the Tower of London and Parliament Square before finishing outside Buckingham Palace.

Over 7,900 applications had been received by mid-December, well above the 5,800 limit set by the police, GLC and race organisers. ■

Primodos film ban

Judgment was reserved by the Appeal Court last month in a plea by Thames Television to lift an injunction banning them from screening a documentary about Primodos, the drug

at the centre of pending damages claims. (C&D, September 6, p329).

An injunction against screening the film "The Primodos Affair" had been granted in August to Schering Chemicals Ltd (C&D, August 23, p257).

Schering are contesting two damages claims by parents who say their children were born with malformations as a result of their mothers taking Primodos, which was withdrawn in 1978.

The Appeal Court judges will give their decision at a later date. ■

PEOPLE

Two new PSNI Fellows

Mr Nathaniel Andrew Jeremy Anderson, MPSNI, and Mr John Gordon, MPSNI, are to be elected Fellows of the Pharmaceutical Society of Northern Ireland.

During the December Council meeting, the president, Miss M. J. Watson, said that Mr Anderson had been a member of Council for many years, was a former president of the Ulster Chemist's Association, a member of the Pharmaceutical Contractors' Committee and had taken a keen interest in the Lurgan, Portadown and Armagh branch.

Mr Gordon had been a member of Council for fifteen years, she said, and took a particular interest in the work of the benevolent fund having served on the committee for almost twenty years. Throughout his membership he had actively encouraged other members to support the fund.

The Fellowship certificates will be presented at the president's dinner on March 18 at the Conway Hotel, Dunmurry. ■

Dr Roland Hardman, FPS, School of Pharmacy and Pharmacology, University of Bath, was the subject of a recent *Observer* colour supplement article.

The article reported the growing shortage of diosgenin and Dr Hardman's work in breeding varieties of fenugreek with high levels of diosgenin. The breeding programme was started in 1964 and since then the diosgenin content in the feed germ has been increased from 1.6 to over 3 per cent.

Dr Hardman said, in the article, that fenugreek was a major talking point at the 1980 Royal Show and he was inundated with inquiries. ■

Miss Katherine Lano Miles, president, Association of Pharmacy Technicians, was awarded an MBE in the New Year Honours List. ■

TOPICAL REFLECTIONS

By Xrayser

Give and take

Christmas is over . . . and what a cliff-hanger it turned out to be so far as trading was concerned, with really only one and a half weeks in which people came to my pharmacy actually intent on buying, although of course the prudent have been picking up the items when they saw them for the past two months.

On the whole I'm happy, having managed to match and better the figures for 1979 trading over the same period when I noticed a similar late buying trend. I have a few gift sets over—not a bad thing since most can be broken without loss through box charges.

I had one or two surprising photographic sales including the unbelievable last minute sale of a traded-in SLR with extra lens which I took in a year ago and then had to have repaired at vast expense. A collector's piece, I called it, wondering who on earth would wish to collect it.

But when a couple of young men came in and said they wanted to buy the outfit—as they certainly weren't stupid enough to spend £200-300 for brand new goods which would only do the same job—I rejoiced, as I instructed them about shutter speeds and f stops, that the true collector still exists.

But, although I have cleared all my cheap cameras and most of my older stock, I am unhappy indeed over my purchases of my Olympus Trip and the Polaroid range. The Olympus I bought at a trade show at what I thought was a reasonable price which would allow me a 20 per cent return when sold at £48, a reduction of £4 off my old price.

But how is it that, a week after the goods arrived, W. H. Smith were advertising the Trip in the national Press for £39.95, closely followed by Boots offering the same price? Because of this the whole world now thinks the proper price is £39.95 which, including VAT, is within coppers of what I paid. Great!

What sort of integrity have the Olympus people got to their distributors to saturate the market with deals so special that half the stockists cannot make a profit?

And then we come to Polaroid. The rep, a pleasant fellow, came to me with yet another good deal with suggested retail prices which again

would allow modest profit. You've guessed . . . I bought and then had to knock £2 off the 1000 to match the widely-publicised Boots' and Smith's prices. I don't suppose he will call back within a year when no doubt he will want to unload some more special deals. Perhaps I wrong these firms, and so at this time of goodwill and forgiveness I suggest an exchange of gifts. I'll give them some cameras and they'll give me some credit notes.

How big?

Two or three days off and what do I do? I found time to browse through the file of good intentions labelled "Home" which I keep at the shop for all kinds of documents, journals, etc, which I pretend to myself I will take home and read sometime.

The outstanding winner for genuine information has to be the list of NPA services, a surprising number of which form an integral part of my business. I cannot imagine running my business without their help yet recently I was amazed to learn of one pharmacist proprietor who said, if it is to be believed, that he would not join on principle because, far from representing independent pharmacists only, the NPA also serves "companies."

While I think he was probably pulling someone's leg about not being a member, it does raise the question of what we mean when we say "independent". Historically I imagine it meant the independent single proprietor facing the threat of the big national chains, but as pharmacy has developed over the years it must have seen some uncomfortably large independents like Westons and Savory and Moore give rise to doubts as to what was being helped.

Yet, when we think about it, the services given to members are unlikely to give one any advantage over the other while the fact that someone may have 100 branches points more to his ambition, drive and ability than to the use of NPA facilities.

Our erstwhile friend is wrong to deny himself the benefits because he thinks the bigger groups should not have them—a perverse logic if ever there was one.

Do you know, I don't think I would object if the NPA could sign up Boots themselves, for the membership fees would help us all and we might then see truly national identity for all pharmacies. ■

Farley's pack relaunch to tie in with TV campaign

Farley's rusks are putting on a new face for the first time since 1976. The quartered design has been retained but new transparencies have been used to bring the pack more into line with the "golden discs of goodness" television campaign. In addition there is now a black key-line around the brand name to give more impact at point of purchase. The family size 18s new pack will be available from the new year and the large 12s and small 6s will be introduced shortly afterwards.

The design of on-pack tokens for competitions and money-saving offers under the "It's child's play" banner has also been changed to reflect the "golden discs of goodness" theme. The next in the series will be a numbers chart which helps to teach children to count. The charts are



printed on glossy paper in full colour, measure about 25in x 17in and are reinforced top and bottom with metal rims. They are available for £0.75 each, including postage and packing, plus any ten Farley's rusks tokens.
Farley Health Products Ltd, Plymouth PL3 5UA.

tap or in the refrigerator. Other recent introductions include polycarbonate feeding bottles (9oz and 4oz) and the scooper hot plate with a non-slip, suction base. Jackel are offering an average 25 per cent price reduction on 14 Tommee Tippee products. Trade discounts are available on the new lines and "super savers."
Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.

Sellaway sales

Sellaway have appointed Sheringlea Ltd, 260a Lincoln Road, Millfield, Peterborough (0733 40317) as distributors. All inquiries should now be made to that address. Sellaway will continue to handle direct accounts with multiples and drugstores. *Sellaway Ltd, 23 Union Road, Croydon, Surrey.*

Vestrict promotions

Vestrict promotions for January include Nice 'n Easy, Dr White's, Mentho Lyptus, Slimgard, All Clear, Contac, Harmony hairspray, Vaseline, Wilkinson blades, Amami, Famel, Kleenex toilet tissue, and Palmolive shaving cream. *Vestrict Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

Jackel developments

Jackel are phasing in new packaging and brighter colours for their Tommee Tippee range. The items will be packed on standard-sized cards—rather than many different sizes of blister packs—which are said to have more impact and make merchandising more effective.

Following the success of the water-filled teether, Jackel are introducing a water-filled star teether, with a soft, smooth, vinyl surface (£1.39). The teether may be cooled under the cold

Soothing Care from Arden

Elizabeth Arden are to introduce a collection of six fragrance-free skin care products—Soothing Care for sensitive skin.

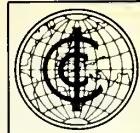
The products, gentle cleansing emulsion (150ml, £4.95), calming skin freshener (150ml, £4.95), allday shielding lotion (50ml, £4.95, 75ml, £6.50), overnight soothing cream (30ml,



£6.75; 50ml, £9.50), ultra mild soap (150g, £4.50) and comforting cream pack (100ml, £5.95) will be available from March. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is
Alka Seltzer:					
All Clear shampoo:					
Anadin:					
Beechams Powders Hot Lemon:					
Beechams Powders:					
Catarrh capsules:					
Contac 400:					
Crest toothpaste:					
Day Nurse:					
Gibbs SR toothpaste:					
Harmony hairspray:					
Listermint:					
Scholl thermal insoles:					
Setters:					
Steradent deep clean:					
Sucrets:					
TCP:					
Topex:					
Vicks Medinite:					
Vicks Vaporub:					
Vicks Inhaler:					



International Chemical Company Limited

announce the following prices effective from 1st January 1981

PRODUCT	UNIT PACK	Units per standard outer	Retail price per unit incl. VAT £	Standard wholesale price £
MEDICINES				
ANADIN Analgesic Tablets	4 tablets	72	0.13	5.70
	8 tablets	48	0.25	7.30
	†12 tablets (tins)	12	0.35	2.74
	12 tablets	36	0.35	8.22
	24 tablets	24	0.59	9.23
	*50 tablets	12	0.84	6.57
	*100 tablets	12	1.40	10.96
ANBESOL for Mouth Ulcers	*6ml bottle	12	0.55	4.30
	*15ml bottle	6	1.10	4.30
BISMAG Antacid	30g Powder	12	0.49	3.83
	75 tablets	12	0.44	3.44
	165 tablets	12	0.78	6.10
BISODOL Antacid	40g Powder	12	0.52	4.07
	98g Powder	12	0.88	6.89
	12 tablets	36	0.20	4.70
	30 tablets	24	0.46	7.20
	100 tablets	6	0.99	3.87
CODANIN Analgesic Tablets	*18 tablets	12	0.83	6.50
COMPOUND W Wart Remover	*5.5ml bottle	12	0.53	4.15
DRISTAN Decongestant Mist	15ml bottle	12	0.95	7.43
DRISTAN Decongestant Tablets	*24 tablets	12	0.91	7.12
DRY CLEAR Acne Lotion	*30ml	6	1.67	6.53
FIBROSINE Rheumatic Balm	26g tube	12	0.60	4.70
FREEZONE Corn Remover	*5.5ml bottle	12	0.53	4.15
HAEMORRHOIDAL SPRAY	*55g	6	1.29	5.05
POWERIN Analgesic Tabules	12 tabules	12	0.39	3.05
PREPARATION H for Haemorrhoids	28g Ointment	12	0.81	6.34
	51g Ointment	6	1.18	4.62
	6 Suppositories	12	0.49	3.83
	12 Suppositories	12	0.84	6.57
	24 Suppositories	6	1.49	5.83
	48 Suppositories	6	2.88	11.27
SEK Ointment for Athlete's Foot	16g tube	6	0.70	2.74
*These products are to be retailed through retail pharmacy outlets only Fixed price for medicinal products.				
†Restricted availability.				
TOILETRIES				
ANNE FRENCH Cleansing Milk	37ml bottle	12	0.36	2.63
	84ml bottle	12	0.62	4.53
	206ml bottle	6	1.12	4.09
ANNE FRENCH Moisture Cream Cleanser	25g tube	12	0.45	3.29
	49g jar	6	0.75	2.74
GLOW 5 Beauty Face Mask	Single Sachets	24	0.24	3.51
	Triple Sachets	12	0.53	3.87
IMMAC Depilatory Cream	Sachets	24	0.24	3.51
	28g tube	12	0.61	4.46
	56g tube	12	0.99	7.23
	100g tube	6	1.35	4.93
IMMAC Depilatory Lotion	128g jar	6	0.99	3.62
IMMAC Depilatory Spray Regular/Lemon	175g spray	6	1.79	6.54
KOLYNOS Superwhite Toothpaste	32.5ml tube	12	0.42	3.29
	50ml tube	12	0.61	4.77
KOLYNOS Denture Fixative	19g bottle	12	0.53	4.15
	49g bottle	12	0.89	6.97
TARGON Oil & Tar Remover	48ml bottle	12	0.69	5.04

INTERNATIONAL CHEMICAL CO. LTD., 11 CHENIES STREET, LONDON WC1E 7ET. 01-636 8080.

Sweet 'N Low available under Energen name

RHM Foods are introducing Sweet 'N Low to chemists under the Energen brand-name. The existing UK franchise is held by Dietary Foods (Bletchley) Ltd.

To expand business RHM have teamed up with Dietary Foods to operate the marketing, sales and distribution of the product to chemists. It has been repacked and branded as Energen—Sweet 'N Low, and is available in two packs (125g, £0.43; 50 sachets, £0.38).

RHM are backing Sweet 'N Low with advertising support worth £20,000 breaking in the March issue of *Slimming Magazine*, *Silhouette Slimmer* and *Successful Slimming*. *RHM Foods Ltd, 10 Victoria Road, London.* ■



Unichem January super savers

Unichem are running a special Super Savers promotion from January 12-30, designed, they say, to attract customers into members' shops during a month when sales of counter products are often low. The products on offer will be supplied with larger-than-usual display cards and are: Andrex, Colgate Dental Cream, Johnson's baby powder, Kleenex for Men, Radox bath salts, Sunsilk hairspray and Vosene shampoo.

Products available in the Unichem members' bargains promotion, which runs from January 15-30, are: Alberto VO5 shampoo and conditioner, Anadin,

Astral cream, Beecham pills, Borne Blonde and lightener, Colgate Dental Cream, Cream Silk, Efferdent, Feminax, Flex conditioner and shampoo, Germolene, Germolene new skin, Germoloids suppositories, ointment and toilet tissue, Halls Mentholypus, Imperial Leather soap, Johnson's baby bath, powder and lotion, Johnson's Carefree, Lil-lets, Radox bath salts, Schick blades, Silvikrin hairspray and shampoo, Sunsilk hairspray, Super Wernets and Zubes. *Unichem Ltd, Crown House, Morden, Surrey.* ■

Simpla bottle accessory set

The new Simpla feeding bottle accessory set (£0.50) consists of the Maws trainer cap, designed to screw on to any Maws wide-neck polycarbonate feeding bottle, converting it instantly into a training cup; it also contains spare discs and a dust cover to fit all feeding bottles. The bubble pack enables it to be free-standing on any convenient surface or to be hung on a wire dispenser. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.* ■



Sweetex-past success and future plans

Crookes Products have claimed success for Sweetex in 1980 and announced their promotional plans for the brand in 1981. There is a scheduled advertising spend of £700,000 between January and August, beginning with a television campaign for the One-by-One dispenser breaking in late January.

"Sweetex has strengthened its brand leadership position and now holds 40 per cent by volume of UK sales in this product category," says Graham Gilbert, product manager. "It has substantially increased sales at the expense of competing products in a market which is holding up well and, as awareness of the dispenser increases, we are confident this progress will be maintained well into 1981."

There is a retailer incentive scheme which includes the chance to win a holiday for two in Sri Lanka and the opportunity to obtain a presentation pack of best quality Ceylon tea. A display tray holding 12 dispensers has been produced for the One-by-One dispenser. Details of this and of the incentive scheme are available from company representatives. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■

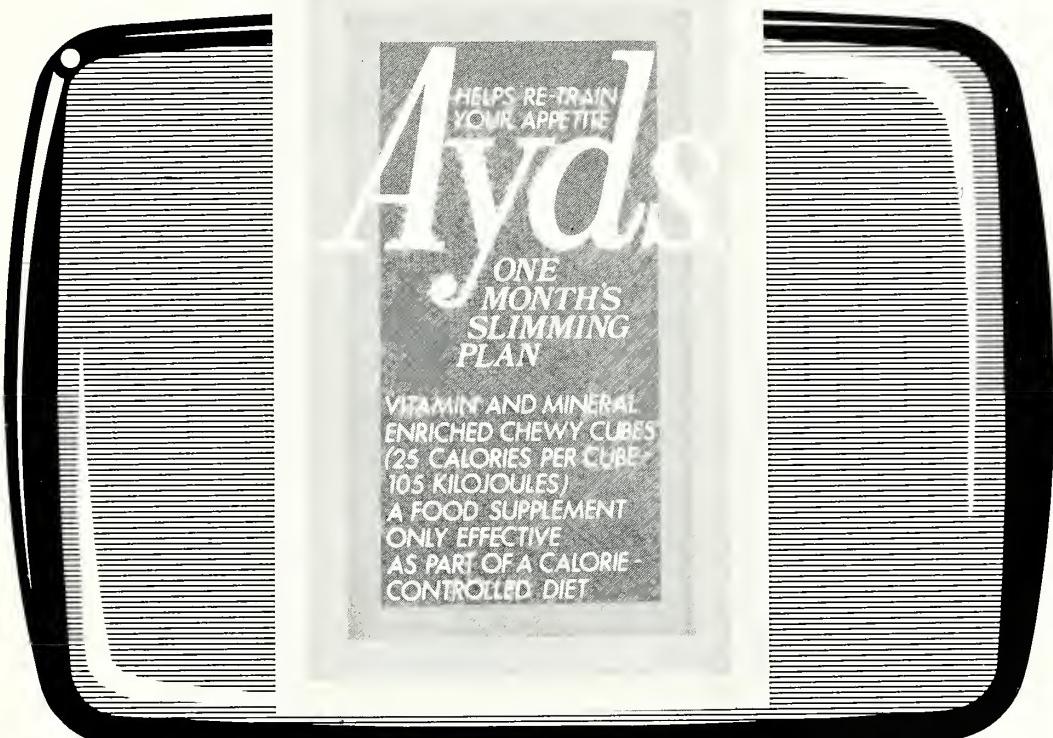
Fennings on TV

A television campaign for Fennings Little Healers will start on January 26 for three weeks in the Granada area. *Fennings Pharmaceuticals, 46 London Road, Horsham, West Sussex RH12 2DT.* ■

Timely discounts from Ceebrite

Ceebrite Ltd are offering a 10 per cent discount on all orders for Clic Loc caps, Snap-safe child-resistant vials and caps, and bottles and caps until the end of February. The offer is timed to coincide with the extension of the voluntary scheme for use of child-resistant closures from March 2. *Ceebrite Ltd, New Hertford House, 96 St. Albans Road, Watford, Herts.* ■

Ayds add weight to your sales figures.



**£350,000
Spring TV Campaign
starts on January 5th.**

Special display units and premium offer promotion are available on bonus terms from your wholesaler and Cuticura representative.

CUTICURA LABORATORIES, CLIVEMONT ROAD, MAIDENHEAD, BERKSHIRE.

Plough launch Solarcaine as sunburn treatment

Plough (UK) Ltd are about to launch Solarcaine aerosol (100ml, £1.95), lotion (75ml, £1.50) and cream (25ml, £0.89) for the treatment of sunburn and other minor skin injuries.

The products have been on sale in the United States since 1949 and are currently claimed brand leader with a 47.7 per cent share of the sunburn remedy market. Sales this year are estimated at nearly \$10 million.

All contain a local anaesthetic and an antimicrobial agent; in addition the cream and lotion contain menthol and camphor for their cooling and mild analgesic effects respectively. The aerosol contains benzocaine 5 per cent and triclosan 0.1 per cent, the lotion benzocaine 0.5 per cent and triclosan 0.2 per cent, and the cream benzocaine 1 per cent and triclosan 0.2 per cent.

After a successful test launch in Jersey last July, Plough believe the spray will be the major seller for the relief of sunburn pain, while the cream is regarded more as a general first aid cream for minor burns, insect bites, cuts and grazes.

When asked about the wisdom of applying benzocaine to large areas of skin, Plough told C&D there is ample evidence of Solarcaine's safety in its long history of use as a topical anaesthetic. During the three years 1970-1972 there was on average only one consumer report of "untoward response" for each 495,555 units sold, that is, less than 2.02 per million units.

"This excellent complaint record contradicts any possible thought that benzocaine is a frequent sensitiser in concentrations used in these preparations," the company says.

However, the Solarcaine range is not recommended for prolonged use and cautionary labels warn patients to stop using the products and consult a doctor if the condition persists or infection, rash or irritation develops.

Although the label also advises against use on deep or puncture wounds or serious burns, absorption through damaged skin has not proved to be a problem.

Plough representatives are about to take orders for delivery the beginning of March. Solarcaine will be backed by £140,000 worth of advertising in major women's magazines from April



to July with the theme "Overdone by the sun?"

A pharmacy only medicine, Solarcaine will be sold from a counter display unit that prevents direct access by the customer. The unit holds 12 aerosols, eight lotions and eight creams and the minimum order is 48 assorted. Trade bonuses are available. Unlike suntan preparations Solarcaine is not being sold on a sale-or-return basis because Plough see it as a product with year-round uses and sales.

Although Solarcaine products will be marketed separately from Coppertone, Plough believe they are a natural follow-up. The company sees great potential for a specific sunburn treatment, even in the UK, where sunburn is surprisingly common particularly in early summer. And an "amazing number" of people still rush out to sunbathe in hot foreign climates without any protection at all, say Plough. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.* ■

Gluten-free cookery from Cantassium

With three Trufree gluten-free flour products now available on prescription, Cantassium Co have published a Bake Book listing 44 recipes ranging from chapatis to Yorkshire pudding and brandy snaps and choux pastry.

The Bake Book is available single (£0.20) or in bulk (£0.10 for 25 or more), from *Cantassium Co, 225 Putney Bridge Road, London SW15 2PY.* ■

Orange added to Sionon drink range

Bayer have added an orange squash to their range of Sionon diabetic drinks. Orange they believe accounts for 80 per cent of diabetic squash sales. The new product (725ml, £0.49) will be advertised in *Balance* and there will be sampling of all BDA branches.

Bayer UK Ltd, Bayer House, Richmond, Surrey TW9 1SJ. ■

Aerosol scents

Johnson Wax have added two fragrances to their Glade aerosol airfreshener range, floral bouquet and spring garden. The company claims the Glade range is brand leader in the air freshener market with a 34 per cent share of the £32m market.

Johnson Wax Ltd, Frimley Green, Camberley, Surrey. ■

Equalia goes on TV

Equalia will be advertised on Anglia television for a three week test period from January 19.

A full range of special POS material will be available in the Anglia television area. Vichy are currently featuring a double page spread in the women's Press. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon.* ■

New Era distribute Hofel's Garlic

New Era Laboratories Ltd have been appointed as distributor for Hofel's Garlic Pearls into the chemist trade. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.* ■

Three into two

Spontex are to withdraw their triple pack of Moppets and replace them with a double pack which they say are both thicker and longer lasting. *Spontex Ltd, Vistec House, 185 London Road, Croydon CR9 2TT.* ■

Order these special **FREE Extra Blade Packs**



- Outright brand leader in total blade market
- 70% of Double Edge sector
- Double Edge sector accounts for nearly $\frac{1}{3}$ of Total Wet Shaving Market
- Consumer recognition as the "World's Finest Blade" at excellent value for money
- Great Extra Value with FREE EXTRA BLADE

Code No: 104854 5 blade dispenser SMC
(50x5 SMC's per outer)

● Features the latest technological advance in shaving

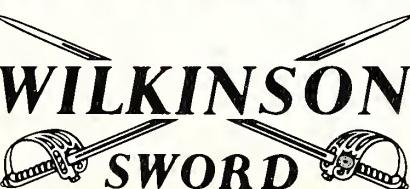
● Fast growing sector of market—UP 100% on last year

● Heavy TV support

● Eye-catching promotional pack

Code No: 124689 5 blade dispenser SMC
(20x5 SMC's per outer)

Plus extra display support! **Profile & Double Edge**

from WILKINSON

SWORD

the name on the world's finest blade.

EXTRA blades

from WILKINSON
SWORD

means extra customers
for you...



...that means
extra profits!



WE'RE CLEAR
BRAND LEADER

WE'RE THE ONLY
ONE WITH A NON-SLIP
PLASTISHIELD LABEL

WE'RE SPENDING
OVER £1,000,000 ON NEW
T.V. & RADIO ADVERTISING

OUR TWO SIZES
MEAN EXTRA TRADE PROFIT
IN THIS NEW GROWTH
MARKET

**GRABBING OVER 50% OF THE
MOUTHWASH MARKET
HASN'T LEFT US SPEECHLESS.**

DENDRON LTD.

New prices effective from January 2nd 1981.

PRODUCT DESCRIPTION	SIZE	PACK OUTER	RETAIL INC. VAT EACH £	STANDARD LIST EXC VAT PER DOZ £
PHARMACEUTICALS				
DDD Lotion Ordinary	30 ml	1 Doz	* 0.69	5.69
DDD Lotion Ordinary	58 ml	1 Doz	* 0.99	8.16
DDD Lotion Extra	58 ml	1 Doz	* 1.08	8.90
DDD Cream Tubes	18g	1 Doz	* 0.62	5.11
DDD Cream Jars	30g	1 Doz	* 0.82	6.76
DDD Soap	75g	1 Doz	0.32	2.64
Medijel Gel	12.5g	1 Doz	* 0.58	4.25
Medijel Pastilles	25's	1 Doz	* 0.58	4.25
Blisteze	3.5g	2 Doz	* 0.47	3.44
Blistik	4.25g	2 Doz	0.41	3.00
Dentinox Liquid	9 ml	1 Doz	* 0.60	4.39
Dentinox Gel	10 g	1 Doz	* 0.57	4.17
Dentinox Gel Toothpaste	18 ml	1 Doz	0.53	3.88
Dentinox Infant Colic Drops	20 ml	1 Doz	* 0.79	5.78
Fever Scan Temperature Taker		1 Doz	1.65	12.08
Regular Wate-On Emulsion	450 ml	1 Doz	* 3.65	26.73
SuperWate-On Emulsion	450 ml	1 Doz	* 3.95	28.92
Wate-On Tonic	450 ml	1 Doz	* 2.85	20.87
Kaylene Oil Liquid	450 ml	1/2 Doz	* 1.68	12.30
Kaylene Powder	150 g	1 Doz	0.58	4.25
Magsorbent Powder	50 g	1 Doz	* 0.47	3.44
Nil Bite		1 Doz	* 0.47	3.44
Simpsons Foot Ointment	60 g	1 Doz	* 0.61	4.47
Dentifoam Denture Cleaner	35 ml	1 Doz	0.43	3.15
TOILETRIES				
Deep Down Cleansing Tonic	115 ml	1 Doz	0.96	7.03
Cosmedin Lotion Yellow for Greasy Skin	115 ml	1 Doz	0.83	6.08
Cosmedin Lotion Pink for Dry Skin	115 ml	1 Doz	0.83	6.08
NuNale Liquid		1 Doz	0.39	2.86
Super NuNale Liquid	30 ml	1 Doz	0.75	5.49
NuNale Nail File		1 Doz	0.85	6.22
Nukleen Nail Polish Remover	110 ml	1 Doz	0.67	4.91
NuNale Cream	30 g	1 Doz	0.75	5.49
Perform Hair Set Regular	125 ml	1 Doz	1.25	9.15
Perform Hair Set Extra	125 ml	1 Doz	1.25	9.15

Denotes pharmacy only products. * Denotes price maintained products.

VAT is chargeable at 15% of the invoice value of the goods.



New from Dendron.

DENTINOX INFANT COLIC DROPS. Gently relieves babies' wind and griping pains.

WATE ON TONIC. Vitamin packed appetite stimulant.



Wella display competition

Wella are running a display competition to maximise on the sell-in of the new Wella conditioner and hairspray.

The competition runs from January 5 until March 31 and retailers will have to set up a display of the new Wella hairspray or conditioners or both. Wella representatives will photograph the displays and the photographs will then be submitted for judging. The display must be maintained for at least six weeks and to encourage this "mystery shoppers" will visit Wella accounts during February and March. If a display is seen, the retailer will be given a £10 voucher to use against conditioners or hairspray.

In order to give equal opportunities to different levels of the trade, three separate competitions have been organised. These are for department stores; multiples (5 or more branches), and independents (up to 4 branches).

Each competition will have its own set of prizes. First prize is a Sharp 8800 hi-fi system, worth £900, and the second and third prizes will be a television, radio, cassette recorder and clock combination (value £200) and his and her quartz watches (value £117). There will also be ten runner-up prizes of portable radios for each competition.

A leaflet outlining the competition details is available from company-representatives or from *Wella Great Britain Ltd, Wella Road, Basingstoke, Hants.* ■

Strenol acquire Aero and Glymiel gel

Strenol Products Ltd have acquired Aero dry shampoo and Glymiel gel. Both will be distributed by Farillon Ltd and will be available from wholesalers. Special bonuses and merchandising deals for Aero shampoo will be announced shortly and distribution in N. Ireland will continue through Castlereagh Agencies Ltd. Special offers for Glymiel gel are planned for early 1981. *Strenol Products Ltd, Pearl House, 746 Finchley Road, London NW11 7TH. Distributors Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.* ■



Mrs Sheila Beaumont, MPS, of Brighton was the winner of a Ford Escort 1300 GL Estate, first prize in the recent Miles Laboratories promotion for Alka Seltzer. Mrs Beaumont had the closest estimate of the number of bubbles in a photograph of a glass of Alka Seltzer. The car was handed over by Miles senior product manager, Mr Ernest Brown.

Leading lady by Quant

The Mary Quant spring look is Leading Lady comprising pink oyster cover supplement foundation (£2.55) and powder compact (£2.50), bashful bilberry blusher (£2.70), shades of jade and shades of sapphire powder eye shadow palettes (£3.30) with pickled pink and raspberry rumour lipsticks (£1.70). *Mary Quant Cosmetics Ltd, Hook Rise South, Surbiton, Surrey.* ■

PRESCRIPTION SPECIALITIES

Colour changes in Ciba drugs

Rimactane 150mg and 300mg capsules and Rimactazid 150 and Rimactazid 300 are now slightly deeper in colour, following reformulation using non-azo dyes. The active substance, codings, and prescribing information remain unchanged. For the same reason, there will be a colour change in Navidrex-K tablets from mid-January, from bright yellow to yellow ochre. Again, the active substance and prescribing information remain unchanged. *Ciba Laboratories, Horsham, West Sussex RH12 4AB.* ■

Durophet-M

Riker Laboratories announced in December that they had discontinued Durophet-M 20mg capsules.

They say that wholesalers will still be able to supply the product for a limited period, but no further supplies will be available when their stocks are exhausted. *Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.* ■

Ipral tablets

Ipral tablets are now indicated for use in infections of the respiratory as well as the urinary tract.

Ipral is recommended in the

treatment of acute and chronic bronchitis, bronchopneumonia and basal pneumonia. It is particularly useful for patients sensitive to sulphonamides. For acute infections, dosage is 200mg twice daily. *Squibb, E. R. & Sons Ltd, Reeds Lane, Moreton, Merseyside L46 1QW.* ■

Zaditen transfers to Wander range

Zaditen capsules and tablets are being transferred from the Sandoz to the Wander range of products. The only change in the product will be that the packaging material will be in Wander style. Orders should still be placed with *Sandoz Products Ltd, Calverley Lane, Horsforth, Leeds, LS18 4RP.* ■

Dorbanex packs

For the next few weeks, Riker Laboratories will be supplying three slide packs of 10 Dorbanex capsules against every bottle of 30 ordered. This is a temporary measure only and bottles of 30 will be available again during February. *Riker Laboratories, 1 Morley Street, Loughborough, Leics LE11 1EP.* ■

Halcion 500's

Upjohn Ltd, have introduced 500 tablet packs of Halcion tablets, both 0.125mg (£21.80 trade) and 0.25mg (£29.50 trade). *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ.* ■

Advances in therapy 1980 Part 2

by C. R. Day, FPS

New penicillin derivatives are currently being studied and it is certain that the list of useful penicillins will continue to grow. One such is moxalactam at present undergoing trial in the US. In the UK mezlocillin (Baypen) has been introduced; it is a broad spectrum semi-synthetic penicillin with activity against *E. coli*, species of the *Klebsiella-Enterobacter-Serratia* group, *Proteus* spp, *Providencia* spp, *Citrobacter* spp, *Pseudomonas aeruginosa*, *Salmonella* and *Shigella* spp enterococci, penicillin-sensitive streptococci, etc.

Mezlocillin is indicated for infections of the genito-urinary tract, respiratory and biliary tracts, meningitis, bone and soft tissue infections, peritonitis, infected wounds and burns whenever a sensitive organism is identified or suspected. It is given only by parenteral routes. In life-threatening infections dosage is 5g intravenously by infusion every 6-8 hours, in less serious states 2g every eight hours by intravenous injection is advised. Duration of treatment usually 7-10 days.

Two further penicillin derivatives have been introduced recently. Ciclacillin (Calthor) is a semi-synthetic product with a spectrum of activity similar to ampicillin, over which it has the advantage of rapid absorption from the gastrointestinal tract giving peak serum levels within 30-40 minutes. This rapid absorption almost prevents antibiotic residue in the intestine thus reducing the incidence of diarrhoea that may occur with ampicillin.

Pivampicillin (Pondocillin) is the pivaloyloxymethyl ester of ampicillin to which it is hydrolysed after absorption. Plasma levels of ampicillin two-three times greater than those obtained from equimolar doses of ampicillin are reported, with maximum levels occurring in one hour. Pivampicillin should be taken with fluid or food which does not affect absorption. The range of activity of this new penicillin is similar to the parent substance. It is supplied as tablets containing 500mg and as powder which gives 162mg/5ml on reconstitution. Ciclacillin comes as tablets of 250 and 500mg, and as powder giving 125mg/ml.

Like the penicillins, the ranks of the cephalosporins are also increasing at a bewildering rate. Cefotoxime is one of the so-called "third generation"

cephalosporins. It is resistant to beta-lactamases and has a broad spectrum of activity with greater potency against Gram-negative organisms than the existing cephalosporins. Again it is only given parenterally and marketing is anticipated within the next two years. Another "third generation" product, cefsulodin, is also being studied clinically.

Anaerobic organisms are widely responsible for post-operative infections in appendicectomy and bowel operations. These are now largely preventable by the pre-operative administration of metronidazole. Where infection occurs, as in perforated or gangrenous appendices, a regime of metronidazole with cephazolin or gentamicin has been advised (Pinto, D.J. and Sanderson P.J., *Brit. med. J.* 1980, 280, 275). There is evidence that the infection which often complicates leg ulcers and pressure sores is due largely to anaerobic bacteria. Metronidazole in a dosage of 400mg thrice daily for seven days produces up to 52 per cent healing of the lesion area in three weeks. Metronidazole has also been used to reduce the putrid odour arising from malignant tumours possibly infected by anaerobes. (*Lancet*, 1980, 1, 874).

New antimalarial agents have not been reported for several years, but a product for the prophylaxis of malaria has recently been released. It is a combination of sulfadoxine 500mg and pyrimethamine 25mg in tablet form, which acts by blocking two enzymes which catalyse consecutive stages in the biosynthesis of folic acid in the malaria parasite.

Antiviral agents

Viruses, or virions as they now tend to be called, have so far proved almost totally resistant to chemotherapy. Some years ago, interferon was thought to be the possible answer to viral diseases, but its scarcity and cost have militated against widespread research. However with the production of interferon from human cell culture on an industrial scale, sufficient should become available for its activity to be studied in depth.

Meanwhile, encouraging signs of valuable antiviral action have been found in acyclovir (Zovirax), also

known as acloguanosine. This substance is undergoing clinical trial in herpetic conditions. Acyclovir, unlike other antiviral agents, has a selective action against virus replication by inhibiting DNA polymerase, while the host enzyme is much less affected. It is active by mouth and topical application. Some excellent results have been reported in the ophthalmic form of herpes (keratitis) by the use of acyclovir drops. It is hoped that it will be of value in other herpes infections, particularly the very painful and debilitating herpes zoster (shingles). In the latter, vidarabine (Vira-A) is sometimes very helpful and is administered intravenously for the management of chicken pox and zoster in immunosuppressed and immunocompromised patients (those undergoing anticancer therapy for example) who appear susceptible to acute attacks of viral infection.

Antineoplastic therapy

The announcement that the Imperial Cancer Research Fund is to contribute £1 million to buy interferon to enable the study of the substance in 50 to 100 patients suffering from various forms of cancer is most encouraging. Interferon has been studied experimentally during the past four years and it is believed that sufficient is now known about it for this initial trial to be started but it is necessary to warn against over-optimism and there will undoubtedly be numerous disappointments.

The efficacy or otherwise of radiotherapy in the treatment of cancer depends on the fact that advanced tumours often have a minimal blood supply with areas of hypoxic cells which are insensitive to radiation. Nitroimidazole compounds are hypoxic sensitizers which are said to initiate the sensitizing effect of oxygen and to restore the sensitivity of hypoxic cells to radiation.

Metronidazole and misonidazole are both being examined as hypoxic sensitizers in conjunction with radiotherapy in patients with advanced cervical cancer, advanced oral and pharyngeal cancers and brain tumours. The two drugs have also been found to be selectively toxic to hypoxic cells and there is thus the possibility of

their use in the therapy of solid tumours in combination with drugs which are active against dividing cells.

Carmustine (BiCNU) is an addition to the range of alkylating agents indicated for the management of brain tumours, multiple myeloma, Hodgkin's disease etc, either alone or with approved chemotherapeutic agents. Carmustine is administered intravenously in the form of a drip given over a two hour period (more rapid flow may give rise to intense pain and burning at injection site).

Lomustine (CeeNU) is a nitrosourea given orally as an adjuvant to radiotherapy or surgery, or in association with other chemotherapeutic agents in brain tumours, lung cancer, malignant melanoma and Hodgkin's disease. Lomustine is supplied as capsules of 10mg, 40mg and 100mg. Dosage is limited by the toxic effects of the drug on the bone marrow.

Alkaloids from *Vinca* spp have been in use as antineoplastic agents for a number of years. Now videsine (Eldesine) a semisynthetic vinca alkaloid has become available. It is used either alone or in combination with other anticancer agents for the treatment of acute lymphoblastic leukaemia of childhood resistant to other drugs; it is also advised for malignant melanoma unresponsive to

other therapies. Videsine is supplied in vials of 5mg of powder which is reconstituted before parenteral administration.

Ulcer treatment

A substance having equivalent activity to cimetidine (Tagamet) in duodenal ulcer but with reduced side effects is ranitidine. It is at present under clinical trial (Langman, L.J.S. et al., *Brit med J* 1980, **281**, 473.) and it has been found that ranitidine and cimetidine given in equipotent doses have equal ulcer healing action, but the former is preferable since unlike cimetidine it does not inhibit liver enzymes. Experimentally, both in man and animals, cimetidine exerts an anti-androgenic action, a feature not met with ranitidine. It is not anticipated that ranitidine will reach marketing stage for some time.

Drug delivery

The use of beads of bone cement impregnated with gentamicin threaded on to surgical wire provides a new means of obtaining a high drug level at the site where it is most needed. The product, known as Septopal Chains is for use in some bone

infections where systemic therapy is sometimes ineffective. The chains are inserted into the cavity after surgical removal of infected tissue. Maximum release of gentamicin occurs over the first few days, followed by slow release for several months. The chains are usually removed when the infection is controlled but exceptionally they may safely be left in place. The beads incorporate zirconium dioxide as a radio-opaque substance.

A recent review (Hopkins, S.J., *C&D*, 1980, **214**, 643) of the use of liposomes as a means of delivering drugs to sites not normally accessible to substances given by conventional methods is of the greatest interest. The liposome system offers considerable scope and promises an exciting future both in the management of many diseases and in cases of poisoning by heavy metals.

Finally, we are promised the "sticking plaster pill" from America! This method enables drugs to be absorbed through the skin and is said to be more reliable as a method of administration for those individuals who are forgetful about taking their drugs orally. It is expected that the two first agents to be offered in this form will be an anti-anginal drug and an anti-emetic for sea sickness. ■

Part 1 was published in *C&D*, December 20/27, 1980.

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30's	84p	£6.575
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Large	84p	£3.355
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Rural dispensing

I am worried by the seemingly happy acceptance of "Clothier", and my fears are that it is being used to hide embarrassing questions about doctor dispensing. It might be useful to know all the criteria by which a doctor is allowed to dispense. Perhaps then, the rural pharmacist would be able to judge how he is being treated. Furthermore, the pharmacist may begin to realise the strength or weakness of his position.

As I see it, there exists a wide misunderstanding as to how a dispensing doctor should (or is it must?) operate. Before a doctor is allowed to dispense for any patient he must first procure a signature of assent from the patient—the doctor has no God-given right to dispense for all patients outside the one mile limit. For some reason I have the belief that it is the patient's right to choose whether the pharmacist or the doctor does the dispensing for him or her, and that it is the patient who actually authorises the doctor to dispense.

How is the pharmacist protected by this procedure? Is he allowed to see the signatures so obtained? Is he allowed to ask patients for signatures, authorising the pharmacist to do their dispensing? Can the pharmacist get a list of patients who have actually signed forms granting authority to their doctors to dispense? Can a pharmacist get a satisfactory reply to a request asking if such and such a patient is on the doctor's list of signed patients? Well, I have tried and been unsuccessful.

It strikes me that the weakness in the Clothier agreement (?), and all other arrangements that stand at present, is the inability to get action from AHAs unless proof is available. Such proof is generally in the hands of AHAs but they will not allow you to see it because dispensing doctors' lists and the patients they dispense for, are not available to pharmacists on the grounds that the information is the doctor's private business. Yet I have asked many patients whether they have signed an agreement with their doctor to get their prescriptions dispensed by the doctor, and I have yet to come across one who is aware that they have ever done so.

We are in a situation where we cannot approach patients outside the 1-mile limit to consider the advantages of pharmacy dispensing because of ethical considerations. Yet doctors can

and do press patients for their signatures, and in many cases just tell them that they will get the prescriptions from the surgery, once they have been signed on.

I am sending a copy of this letter to the PSNC for their consideration. I wish to know if we can in fact sue the AHA for infringements of the agreements that stand at present. I would also like to press the PSNC to consider some form of communication which we could distribute or advertise to inform the public that they have a choice in who should do their dispensing.

As a profession we appear to be treated with a great deal of discrimination: If the situation was reversed the BMA would be up in arms against another profession daring to poach on their preserves. Who else but pharmacists would put up with having their professional expertise scrutinised by an inspectorate whilst the unqualified in a doctor's surgery can get away with every conceivable sin in the pharmacopoeia? What other professional body expects its members to be present at all times to ensure professional and qualified supervision, but accepts that any Tom, Dick or Harry can do it unsupervised in non-registered premises? Who else would accept that the salaries of these unqualified and unsupervised workers should be subsidised to the tune of 70 per cent, and who else would put up with the fact that in spite of all this, doctors make as much and probably a lot more profit than the pharmacist?

Put down in black and white, the situation is diabolical. I call on PSNC to fight tooth and nail for each and every anomaly to be rectified.

John Davies
Wiveliscombe, Somerset

Mr Davies is quite right concerning the patient's rights in doctor dispensing. Under the NHS (General Medical and Pharmaceutical Services) Regulations 1974, a patient must satisfy the FPC that he would have serious difficulty in obtaining prescriptions from a chemist or, alternatively, that he is resident in an area which, in the FPC's dispensing subcommittee's opinion, is rural in character and at a distance of more than a mile from a chemist. In either event the patient may request the doctor to supply drugs and appliances and, if the doctor agrees, the dispensing subcommittee must arrange for him to do so. Only when this procedure has been completed does it appear that the doctor may receive payment for the drugs supplied.

The implication is that the decision is the patient's, not the doctor's, and this is spelled out in the wording of the agreed "option" form which some—but unfortunately not all—FPCs

require to be signed by patient and doctor. The opening wording is: "It is the usual practice for patients to obtain from a chemist the medicines etc, prescribed by a doctor. . ." After spelling out the criteria, the form goes on: "If you consider that either of the above conditions apply *and wish* (our italics) to obtain your medicines etc, from your doctor. . . When this form is used and returned to the FPC by the *patient* (in accordance with the printed instruction) it should be clear that the patient has a choice.

The action of many dispensing doctors in asking patients to sign request forms in the surgery seems also to be against the spirit of the Regulations. Under the section dealing with the exercise of choice where the patient cannot make his own decision (under 16s and the incapable, for example) the application may specifically *not* be made by "the person to whom the application is made". If this rule were followed for all patients there would perhaps be less mistrust and friction between the professions—Editor (see Comment).

Saliva sex test

A saliva test for determining the sex of an unborn child may still be available in Britain this year, despite Schering's decision not to market it.

The test has been developed by a Zurich-based company, All Marketing Ltd, and Mr Blattman, managing director, told C&D that they were presently negotiating with another multi-national pharmaceuticals firm for marketing rights in the UK. The company concerned has already agreed to market the test in other countries.

Mr Blattman said the test would only be available through pharmacies and would have a retail price of approximately £12—including the analysis. It consists of a chemically-treated filter paper on which the pregnant woman spits. After allowing the paper to dry for two hours it is sent to a laboratory in Zurich. The chemicals in the filter paper stabilise the androgens in the saliva—these are then quantitatively analysed.

Schering say that when offered the marketing rights, they considered the long-term effects for the company and decided not to accept.

The product would have been a completely new departure from their prescription drugs, they say, and the need to create a new marketing and sales department for actively promoting just one product had to be balanced against the resources for promoting other new drugs.

Although their research showed there was a potential UK market, Schering say it was too small to justify restructuring the company. ■

Fisons and Boots joint company formed

The merger of Fisons and Boots agrochemical interests has now been finalised. At the time of the original announcement in July, 1980, the move hoped to create "a major force in this highly competitive, international research based industry" and the result is a new company, FBC Ltd, with assets totalling some £90 million in a 50/50 split between fixed assets and working capital.

Pre-tax profits and interest for 1979 attributable to the agrochemical interests of Fisons transferred to the joint company were £2.3m. Boots' agrochemical side accounted for about £1.1m of the company's profits for the year end March 1979.

FBC now holds the worldwide agrochemical interests of both companies and, in the case of Fisons, their industrial chemical interests. Boots have also injected some cash into the venture, and Fisons are to receive £8.5m in respect of the merger, of which payment of £6m will be phased over 1981 and 1982.

The new company is to be owned 50 per cent each by Boots and Fisons and will operate as a wholly owned subsidiary. The board consists of three appointees from each participating company, with Mr Terry James, director of Fisons agrochemical interests, resigning from Fisons board to take up the position of chairman, FBC Ltd. The new company's headquarters are located at Hauxton, Cambridge CB2 5HU. Telephone Cambridge (0223) 870312; telex 81654. ■

Welsh expansion for English Grains

English Grains are expanding their factory facilities at Tredegar, Wales, to "cater for increases in sales of products made by English Grains Holdings Ltd", the new company formed at the takeover of Thomas Guest in October last year (*C&D*, October 11, p608).

The site currently employs 50 people but this is expected to rise to over 200 when the 14,400 sq ft extension is completed at the end of 1981. As well as manufacturing, the

plant undertakes virtually all the packaging work for the group's three factories and Mr Derek Holmes, director and general manager of English Grains, says that some of the "most modern equipment available for the manufacture, coating and packaging of pharmaceutical products would be installed in the new factory extension". He attributes much of the company's success at Tredegar to the way in which the employees have adapted themselves to the manufacture of pharmaceutical products: "Tablet-making is not a traditional industry in this area and we have had to train all our production workers. They have proved very adaptable and most willing to learn new skills." ■

Sick pay scheme

The Government has confirmed the details for the scheme to transfer the responsibility for sickness benefits to employers for the first eight weeks of an employee's illness.

Concessions to the original scheme—announced in the Queen's speech (*C&D*, November 29, p881)—are to be included in a Bill covering the provisions which will be introduced to Parliament in the early stages of the next session, due to begin on January 12.

Mr Patrick Jenkin, Secretary for Social Services, says the revised proposals mean the majority of employers will not pay the full amounts because they qualify for small business relief. In addition the compensatory reduction in national insurance contributions paid by employers is to be increased from 0.5 per cent to 0.6.

The Bill will contain provisions that small businesses will receive 50 per cent reimbursement for all sickness benefit they pay. They will be totally reimbursed if the employee has been employed for eight weeks or less and all companies will receive 50 per cent back in this instance.

The Government expects the scheme to mean 5,000 fewer civil servants and save some £400m a year, but small business pressure groups say this is because the burden of administration will now fall on the employer. The

CBI have welcomed the exemptions but say that the compensatory reduction in employers' contributions is not sufficient to cover the cost of the scheme. ■

VAT leaflets

Two revised leaflets, dealing with the VAT consequences of "Selling or transferring a business as a going concern" (700/9/80) and "Cancelling your registration" (700/11A/80) have been issued by Customs and Excise.

The leaflets explain new procedures allowing for the reallocation of a VAT registration number and the extension of tax relief when a business is transferred as a going concern. These procedures took effect on November 17 1980.

Copies of the leaflets are available from local Customs and Excise VAT offices. ■

MSD establish £16m research centre

A major basic research centre costing some £16 million is to be established near Harlow New Town in Essex by Merck Sharp & Dohme. It is expected that the centre will emphasise work in the field of neurobiology.

MSD say that the discovery of new chemical mediators in the brain has created considerable research interest in the neurosciences, and as the largest centre of its kind in the UK they believe the Harlow development offers a marked potential for the discovery of new drugs in this area.

Mr Bernard Crowley, chairman of MSD, says: "The creation of a major centre of basic research in the UK is something we have sought for some years, and we are delighted that it has come to fruition.

Up to 200 people will work at the 120,000 sq ft centre, and commenting on the announcement, the Secretary for Social Services, Patrick Jenkin, said: "I am delighted by this news. Britain has a proud record of successful innovation and development in pharmaceuticals. This decision shows, once again, the confidence which leading international companies have in our future". ■

Briefly

■ Counter Products Marketing Ltd's directors have bought the 40 per cent interest in their company that has been held for several years by NCK. CPM is an auxiliary and contract sales and merchandising company.

Review of 1980

The hopes that 1980 would herald a new decade of prosperity for commerce generally were sadly not fulfilled.

The year got off to a bad start with inflation at a very high rate and rising. Minimum lending rate was at a spectacular level of 17 per cent making the cost of borrowing money almost prohibitive. Not until July did the rate fall and then only by one percentage point. The next fall was at the end of November when it fell to 14 per cent.

A reduction had been urged on the government by the Confederation of British Industry (among others) during the intervening period. This was not just to make money easier to borrow, but also to bring down the value of the pound to make it easier to compete in foreign markets. With a "mini" budget arranged for the beginning of the new Parliamentary session in November and "leaks" that MLR would be cut, the pound had become devalued by about 5 per cent against the US dollar at the time that the new MLR was effective, although it gained some ground afterwards.

Compared with two or three years ago, importers to the UK were favourably placed in 1980 because of the stronger pound, while exporters were conversely affected. Imported pharmaceutical chemicals were quoted on keenly competitive terms with many prices showing falls on the year. This had a slowing down effect on the sales of domestically-produced equivalents and in the number and size of price rises from British manufacturers.

At the beginning of the year many chemicals were going up at almost monthly intervals, but by October a much steadier trend had developed. A random selection of chemicals regularly quoted in Market News at that time showed that out of 118 items, only 21 had gone up in the previous three months while six were actually lower.

Of the nine chemicals in the table below, five rose during the past year by an average of less than 10 per cent; two were unchanged, and the remaining two ended the year lower than in 1979.

Some vitamins went up on January 1, 1980 and again on April 1. On the latter date, however, a few were reduced. After a rise on January 1, borax and boric acid were again increased by £16 and £25 per

metric ton respectively in June.

Barbiturates were marked up in March and in September although an important exception was phenobarbaritone which actually came down. Because of the continuing firm tone of iodine, potassium iodide rose by 35p kg and the sodium salt by 50p in September; resublimed iodine advanced from £7.40 to £9.70.

Crude drugs

Natural camphor was unobtainable on the spot or for shipment at the start of the year. It came on offer later at a price which was unattractive to buyers. Despite the high prices it remained firm throughout the year as did the synthetic grades.

Menthol and aromatic chemicals from China were allowed into EEC countries duty free from January. During February China also reduced the cif rate by 25p kg, thus creating considerable interest among buyers, especially for forward delivery. The rates quoted were at about the same level as a decade ago. Little wonder some buyers sought to cover their requirements as far ahead as 1982. By summer, Brazilian menthol had turned firmer and in October origin rates were 4 per cent up on September.

Among botanicals, trading was dull during the whole year while prices moved up and down in response to exchange rates. Occasionally the odd item or two became difficult to find as, for example, lobelia towards the close of the year and liquorice root for most of the time.

Honey became easier after a long period of rising prices. The stronger pound helped to some extent but better crops in most producing countries were also responsible.

Oil changes

Among essential oils, eucalyptus started and finished the year on a firm note. At £1.60 kg in January, the oil rose quickly to £1.80, thereafter hovering between that figure and £1.95. One of the biggest jumps was for petitgrain—the kg-rate going up from £7.75 to £9.25 in the space of two weeks in March, following reports that Paraguay were to curtail exports of the oil. In the event, the whole of the gain was wiped out by the end of the year.

Slackness of demand was believed to be responsible for generally lower Spanish oil prices.

Among expressed oils, a surplus of olive oil was created by certain producing countries in and out of the EEC. Fears were voiced that an even greater surplus would accumulate when the other producing countries now seeking membership—Spain, Portugal and Greece—eventually joined the Community.

To sum up, the first year of a new decade brought little joy to the markets. A fall in the rate of inflation—obvious in the sectors of the market in which this review is interested, but less so in others—was arguably the only bright spot.

Chemicals	Dec 1979	Dec 1980
	£ per Kg	
Ascorbic acid	5.51	5.51
Aspirin	1.76	1.96
Bismuth carbonate	6.00	6.60
Citric acid	0.90	0.93
Codeine phosphate	490.00	460.00
Paracetamol	3.22	3.22
Phenobarbitone	8.76	8.12
Potassium citrate	1.00½	1.11½
Sodium bicarbonate	0.12	0.14
Crude drugs		
Canada balsam	12.65	11.90
Cascara	1.16½	1.20½
Cloves	4.16	4.30
Ginger, Cochin	0.43	0.41½
Ipecacuanha MG	20.00*	17.20†
Menthol, Brazilian	5.75	5.10
Chinese	5.40	4.60
Kola nuts	0.48½	0.48
Senna, Alex. hp pods	2.00	2.00
Essential oils		
Anise, China star	13.70	12.75
Citronella, Ceylon	3.70	3.40
Eucalyptus, Chinese	1.65	1.95
Lemongrass	4.75	4.50
Peppermint, Brazilian	4.50	4.50
Chinese	3.10	3.00
American	14.00	9.00
Sandalwood, Mysore	62.00	47.50
Spearmint, Chinese	10.00	7.00
American	11.00	9.50†

*Nominal †cif

Coming events

Monday, January 5

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, London E11, at 8 pm. "Current trends in the treatment of hypertension".

Tuesday, January 6

Harrow and Hillingdon Branch, Pharmaceutical Society, Northwick Park Hospital clinical lecture theatre, at 8 pm. Mr S. Bootland on "Whither pharmacy in animal health retailing?"

Wednesday, January 7

Sheffield Branch Pharmaceutical Society, Jessop Hospital lecture theatre, at 8 pm. Mr R. P. Middleton on "Home wine making for beginners".

Thursday, January 8

Hounslow Branch, Pharmaceutical Society, West Middlesex Hospital lecture theatre, Twickenham Road, Isleworth, at 8 pm. Miss A. Chabert, head of micropropagation unit, Kew Gardens, on "The history and work of the royal botanic gardens, Kew".

Huddersfield Branch, Pharmaceutical Society, Commercial Hotel, Church Street, Paddock, Huddersfield, at 8 pm. Mr R. Gledhill on "America".

Society of Cosmetic Scientists, Royal Society of Arts, 6 John Adam Street, London WC2, at 7 pm. R. V. Cook, Reckitt toiletry products, on "The formulation of depilatories".

Thames Valley Pharmacists' Association, Sterling-Winthrop House, Surbiton, at 8 pm. Dr R. G. Wilson, consultant paediatrician, Kingston Hospital, on "Asthma in paediatrics".

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X3—CLEVELAND—All round pharmacy in densely populated area turnover £95,000 1,200 scripts per month £8,000 for goodwill, fixtures and fittings plus stock at valuation.

X4—IDEAL SEMI RETIREMENT VACANCY—within easy reach of the Lake District. Property with living accommodation, three bedrooms and garden, turnover currently approximately £70,000. Dispenses 1,200 scripts per month, beautifully situated Freehold property £32,000 goodwill + Fixtures £2,000 stock approximately £9,000.

X5—HUMBERSIDE COASTAL RESORT—This main road pharmacy has the benefit of a settled population and seasonal trade. Turnover is some £160,000 per

annum with approximately 3,500 scripts per month. The premises are offered on lease with an initial rent of £40 per week, plus £20 per week for the living accommodation if required. Goodwill and fixtures £42,500 plus stock at valuation approximately £25,000.

X 6 — S O U T H M A N - CHESTER—Drug store opportunity. Busy main road position. Average weekly cash sales £2,000, rent £2,500 per annum, goodwill and fixtures £32,000 o.n.o. Stock at valuation.

X 7 — C L E V E L A N D — village pharmacy in large premises with extensive living accommodation which can be separately let if required. Turnover to April 1980 £120,000 with some 2,700 scripts per month. Property for sale at £45,200; fixtures £6,000; goodwill £12,500; stock at valuation approximately £18,000.

X 8 — S O U T H Y O R K S H I R E — village pharmacy unopposed very close to doctors surgery. Turnover in 1979 £155,000 with 2,600 scripts per month. Spacious premises with excellent living accommodation potential. Freehold property for sale at £31,000 and stock at valuation approximately £12,000. Offers invited for goodwill and fixtures in the region of £38,000.

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The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

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For additional information, or to apply for assistance, write to:
The Secretary, Dept CD, The Triangle Trust 1949 Fund,
Clarges House, 6-12 Clarges Street, London W1Y 8DH.

BEECHAM PROPRIETARIES

Prices effective from 5th January 1981

Product Description	Sales Status	Retail Price per Unit Inc. VAT	Units per Case	Standard Wholesale Price Per Case Excl. VAT
YEAST-VITE		P.		£
Standard (20 Tablets)		58	12	4.62
Large (50 Tablets)	p	107	6	4.27
PHYLLOSAN				
Standard (60 Tablets)		95	6	3.79
Medium (110 Tablets)		147	4	3.91
Large (250 Tablets)		288	1	1.91
IRON JELLOIDS				
Standard (90 Tablets)	p	115	6	4.58
Large (160 Tablets)	p	185	3	3.69
PHOSFERINE				
Tablets Standard		57	12	4.54
Tablets Large		96	6	3.83
Liquid Large		96	6	3.83
MACLEANS				
Tablets Standard		57	12	4.54
Tablets Large		93	6	3.71
Powders Large		93	6	3.71
DINNEFORD'S				
Magnesia Gripe Mixture		64	12	5.10
DIOCALM				
Standard (48 Tablets)	pw	99	12	7.89
Family Pack (88 Tablets)	pw	162	6	6.46
ENO 'FRUIT SALT'				
10 Sachet (10 Single Dose Packs)		61	12	4.86
Standard (109g)		83	6	3.31
Large (218g)		136	6	5.42
LEMON FLAVOURED ENO				
(Granada & Midlands TV areas only)				
10 Sachet (10 single dose packs)		61	12	4.86
Standard (109g)		83	6	3.31
GERMOLOIDS				
Suppositories Standard (12)		83	12	6.62
Suppositories Large (24)		147	3	2.93
Ointment (25g)		80	12	6.38
Toilet Tissues (10 Tissues)	*	75	6	2.99
GERMOLENE				
Standard (25 g)		62	12	4.94
Large (70 g)		97	6	3.87
Tube (27 g)		62	12	4.94
Medicated Foot Spray (120g)		89	6	3.55
Medicated Plasters	*	56	12	4.46
New Skin (13 ml)	*	66	6	2.63
FYNNON SALT				
FYNNON CALCIUM ASPIRIN				
Standard Strip (24 Tablets)	p	66	12	5.26
Large Strip (48 Tablets)	p	105	6	4.19
BEECHAM'S PILLS				
Standard (50 Pills)		55	12	4.38
Large (135 Pills)		97	6	3.87
Envelope		18	24	2.87
A. & P. INFANTS' POWDERS				
(20 Powders)		53	6	2.11
ELLIMANS EMBROCATION				
Standard (70 ml)		60	12	4.78
Large (110 ml)		84	12	6.70
ALL FRESH				
Clean Up Squares (10 tissues)	*	56	12	4.46
Baby Bottom Wipes (10 wipes)	*	56	12	4.46
SCOTT'S EMULSION				
Medium (225 ml)	p	150	6	5.87
Large (450 ml)	p	275	6	10.76
STEEDMANS				
Teething Jelly	p	73	12	5.71
NAPPICARE				
Liquid Nappy Cleanser Standard	*	69	12	5.40
Liquid Nappy Cleanser Large	*	137	6	5.36
FYNNON BATH ADDITIVES				
Salts Spa Standard (325g)	*	51	12	3.99
Salts Spa Large (540g)	*	73	12	5.71
Salts Herbal Standard (325g)	*	51	12	3.99
Salts Herbal Large (540g)	*	73	12	5.71
Liquid Spa Standard (270 ml)	*	76	6	2.97
Liquid Spa Large (500 ml)	*	115	6	4.49
Liquid Herbal Standard (270 ml)	*	76	6	2.97
Liquid Herbal Large (500 ml)	*	115	6	4.49

p Sale is restricted to persons lawfully conducting a Retail Pharmacy business.

pw As above and to wholesalers registered to deal with drugs referred to in

Schedule 1 of the Misuse of Drugs Regulations 1973.

* Not Resale Price maintained.

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